

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PRS-01 RSC-01 /022 W

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R 060920Z DEC 74

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3846

INFO USDOC WASHDC

AMEMBASSY ROME

UNCLAS MILAN 1795

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: MULTI-COMPANY BSP FINAL REPORT

1. WEEK-END USA, MULTI-COMPANY BSP
2. USTC MILAN NOVEMBER 30 - DECEMBER 3, 1974
3. FORTY EXHIBITORS
4. SALES DURING SHOW: \$17,950
5. SALES PROJECTED NEXT 12 MONTHS:
 - A) NTM - \$170,000
 - B) OTM - \$1,368,000
 - C) TOTAL 1,538,000
6. NA
7. NA
8. NA
10. 3471 VISITORS
11. A) SIMCO LEATHER CO., CHATTANOOGA, TENN. NTM. EXHIBITED SADDLES AND RIDING EQUIPMENT. ON FLOOR SALES \$3000. PROJECTED 12 MONTH SALES \$50,000. WROTE LUCA RAMELLA, DIRECTOR OF SIMCO ITALIANA: "TOP-NOTCH ORGANIZATION AND A PUBLIC REALLY INTERESTED. HAS REALLY SURPASSED EVERY PREVISION OF PROMOTION AND IMMEDIATE SALES." CLEARED
- B) BENDIX HOME SYSTEMS DIV., BENDIX, NEW YORK, N.Y. OTM. EXHIBITED CARAVANS. PROJECTED INCREMENTAL SALES OF \$75,000.
- G. MASINI OF BENDIX HOME SYSTEMS OF ITALY WROTE: "OUR PRODUCT WAS KNOWN TO THE MARKET. HOWEVER, REPRESENTING IT INDER THE AMERICAN BANNER MADE ALL THE DIFFERENCE. IT BECAME MORE ACCEPTABLE AND INTERESTING." CLEARED

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12. WEEK-END USA EXHIBITION, FOLLOWING ON SUCCESSFUL HEELS OF

APRIL 74'S "DO-IT-YOURSELF" SHOW, WAS MTC'S SECOND ATTEMPT AT MILTI-COMPANY BSP AND FIRST SHOW ENTIRELY DEVOTED TO LEISURE AND RECREATION EQUIPMENT AND CLOTHES.

THE MTC MOUNTED THIS EXHIBITION BECAUSE WE WERE CONVINCED THAT ITALY REPRESENTS A SUBSTANTIAL AND GROWING MARKET FOR U.S. CONSUMER GOODS AND BECAUSE WE WERE RECEIVING INCREASING PRESSURE FROM LOCAL AGENTS AND BRANCH OFFICES TO, IN THE WORDS OF THE PRESIDENT OF BLUE BELL WRANGLER ITALIANA, "FINALLY DO SOMETHING FOR THOSE OF US IN THE CONSUMER GOODS FIELD."

MTC INITIATIVE PROVED LARGE SUCCESS, IN TERMS OF PUBLIC REACTION TO SHOW, WHICH WAS MOST ENTHUSIASTIC, PRESS COVERAGE AND INTEREST WHICH WAS BEST IN RECENT MEMORY AND EXHIBITOR REACTION, ALL OF WHOM EXTREMELY SATISFIED WITH RESULTS OF SHOW.

TWO SPECIAL EVENTS WERE PUT ON IN CONNECTION WEEK-END SHOW. MTC HAD AFTERNOON SHOWING OF USIS FILMS IN CONFERENCE ROOM ON TRAVEL AND LIFE IN AMERICA. FILM SHOWINGS PROVED ENORMOUS SUCCESS WITH SRO AUDIENCES WAITING ON LINE TO ENTER. BECAUSE OF PUBLIC DEMAND WE HAD TO REPEAT SHOWINGS TO ACCOMODATE AUDIENCES. MORNING DECEMBER 2 DEVOTED TO BUYERS AND HIGHLIGHTED BY FASHION SHOW OF CASUAL CLOTHING ANOTHER MTC FIRST, PRESENTED BY LEVI STRAUSS, MONSANTO AND BLUE BELL WRANGLER. HEAVY PRESS INTEREST IN THIS SHOWING WITH ARTICLES IN MILAN DAILY PRESS AND FULL COVERAGE BY LOCAL EDITIONS OF VOGUE AND HARPER'S BAZAAR. SHOW WAS PROMOTED PRIMARILY TO MILAN AUDIENCE THROUGH DIRECT MAILING, POSTERS AND GOOD PRESS CAMPAIGN WHICH WAS ENCOURAGED BY THEME NOVELTY. DESPITE THE TALK IF CRISIS IN THE ITALIAN ECONOMY, THE SUCCESS OF THIS SHOW CONVINCED US THAT LOMBARDY AUDIENCE WE ATTRACTED HAS SIGNIFICANT SIZE AND BUYING POWER, AND THAT THERE EXISTS A GOOD MARKET FOR U.S. CONSUMER GOODS OF PRACTICALLY ALL TYPES. IN VIEW OF ENTHUSIASTIC BUYER AND PUBLIC REACTION, ALL EXHIBITORS ASKED FOR REPETITION OF SHOW ON SIMILAR THEME NEXT YEAR.FINA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MILAN01795
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740354-0923
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741255/aaaaburi.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 22 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 AUG 2002 by ReddocGW>; APPROVED <05 FEB 2003 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MULTI-COMPANY BSP FINAL REPORT
TAGS: BEXP, IT
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005